Managed Services

A. All Managed Services

I. Sprinklr Managed Services will be delivered during service-hours of the local Sprinklr affiliate providing the services.

II. Managed Services hours not utilized in a calendar month lapse and are not reimbursed.

III. Sprinklr will notify Customer when 80% of monthly hours are reached. Customer may terminate use of Managed Services once 100% of hours have been used, or Customer may continue Managed Services, in which case any overages will be billed at $200/hr until the first day of the next month.

IV. If the overage occurs in the final month of the term and the service is not renewed, overage fees incurred remain due to Sprinklr. Customer has the option to halt all work until the first day of the next term when the limit is reached instead of incurring overages.

V. Sprinklr will work with stakeholders and System Administrator to determine the regular cadence necessary and prioritization of tasks to keep stakeholder and System Administrator up to date on current activity.

VI. Sprinklr's obligations under any Managed Services SOW are performance-based and Sprinklr remains free in the organisation of the service provision. As a result, the number of service-hours stated above should be regarded as estimates only.

VII. Sprinklr provides its consultants with all materials and means needed to provide the Services and Deliverables.

B. Professional Services Deliverables: Managed Services

I. Deliverables

Sprinklr will support the internal System Administrator with the day-to-day optimization of the Sprinklr platform by assuming the following responsibilities for the term and monthly service-hours outlined in in a SOW.

Platform Configuration

- Work with System Administrator to make configuration changes according to dynamic business goals and industry best practices
- Make optimization changes that the customer team deems as necessary for report generation
- Onboard new users to existing deployments
- Optimize the platform on an ongoing basis with changes to governance, rules, and properties
- Configure new feature enhancements in Sprinklr platform to support existing deployments
- Custom reporting

Ongoing Education

- Broadcast and recommend use cases for new feature enhancements
- Provide deskside coaching for new and existing individual users and roles
- Be available for product Q&A through scheduled meetings as well as on an ad hoc basis
- Provide custom collateral for System Architecture

First Response

- Triage support for one-time events such as on-the-fly custom monitoring dashboards, rules, properties, and reporting.
- Crisis management
- Issue Resolution and follow up

C. Professional Services Deliverables: Ads Managed Services

I. Deliverables

Sprinklr will support the internal System Administrator with the day-to-day optimization of the Sprinklr platform by assuming the following responsibilities for the term and monthly service-hours outlined in Section 1.

Platform Configuration

- Configuration changes according to dynamic business goals and industry best practices
- Propose ad and campaign optimizations including automation, & tagging. Configure once accepted.
- Configuration of ads performance reporting dashboards
- Advertising Platform guidance and best practices based on adoption data
- Platform optimization that the Customer team deems necessary for report generation
- Optimize the platform on an ongoing basis with changes to governance, rules, and properties
- Configure new features and capabilities in Sprinklr platform to support existing deployments
- Onboard new users to existing Sprinklr Advertising deployments; if users, teams or markets have requirements not current in standard configuration, a separate SOW for an Implementation project will be required

Ongoing Education

- Broadcast and recommend use cases for new feature enhancements
- Provide desk side coaching for new and existing individual users and roles
- Be available for product Q&A through scheduled meetings as well as on an ad hoc basis
- Provide custom collateral for System Architecture

First Response

- Triage support for one-time events such as on-the-fly custom monitoring dashboards, rules, properties, and reporting.
- Crisis management
- Issue Resolution and follow up

Sprinklr will not be responsible for executing the following tasks:

- Advertising campaign execution
- Bid, budget, or other campaign optimizations
- Creation of any campaign creatives, campaigns, ad sets, ad variants etc.
- 24/7 Campaign support unless scoped above.
- All meetings and services to be conducted during standard local business hours of the Sprinklr Affiliate(s).

D. Professional Services Deliverables: Managed Services for Service

I. Deliverables

Sprinklr will support the internal Customer system administrator with the day-to-day optimization of the Sprinklr Platform by assuming the following responsibilities for the term and monthly service-hours outlined in Section 1 as applicable based upon the product features available within the purchased Sprinklr licenses.

Sprinklr Service Configuration

- Configuration changes according to dynamic business goals and industry best practices
- Optimize and maintain Platform governance and associated properties
- Advise and configure new, or reconfigure existing, assignment workflows based on routing criteria
- Configure and manage case management workflow for user journeys, including rules for intuition moderation, channel deflection, agent assignment, case engagement, tagging, macros, case resolution, surveys
- Configure survey workflows, including survey reporting dashboards
- Configure and maintain agent and supervisor console views
- Integrate new teams, supported channels and supported message types into existing workflows
- Maintain and facilitate connection with voice accounts
- Build deflection workflow for IVR to supported digital and voice channels
- Build deflection workflow for supported social to digital channels
- Configure and update workflows, fields and rules for voice routing, IVR deflection, after call work ("ACW"), video chat and co-browsing, as required
- Configuration optimization of Service AI features, including Proactive Prompts, Smart Assist, Smart Response, Smart Compliance, Smart Compose, Smart Pairing, Smart Comprehend, Agent nudges
- Configuration and optimization of any created bots, as applicable for supported social, digital or voice channels
- Configuration and optimization of any Communities and associated features, including alerts, templates and page layouts, fields/tagging and reporting
- Configure mutually agreed new feature enhancements in Sprinklr Platform to support existing deployments

Knowledge Base and Guided Workflows

- Advise, plan, and manage Knowledge Base environment, in collaboration with Customer admins
- Train and empower Customer admins to create articles
- Create and update approval workflows for Knowledge Base articles
- Enable nominating messages feature to convert community posts into Knowledge Base articles
- Create and update guided workflows for Knowledge Base articles

CCAI Configuration

- Enable and provide configuration support for Workforce Management ("WFM"), including leave scheduling, assignment management, alerts,
- Support the creation of forecasts for future case and call volume.
- Enable and provide configuration support for Quality Management ("QM") and associated features, including dispute process, sampling
- Create and update impact analysis
- Enable and provide support on Speech Analytics

Platform Governance & Administration

- Advise, strategize and configure mutually agreed updates on the Sprinklr governance structure to address new or amended business requirements
- Onboard new users to existing deployments
- Create and update users and user groups
- Create, update and manage governance, including assignment of roles and permissions

Reporting Configuration

- Strategize and configure Sprinklr custom reports, in relation to Sprinklr Service data and across Customer's service channels (provided such channels are supported by Sprinklr), for Customer performance and operational use cases
- Optimize custom fields and tagging as required for Service reporting purposes
- Manage report distribution and alerts
- Configure and update presentations

Ongoing Education and User Enablement

- Broadcast and recommend use cases for new feature enhancements
- Provide deskside coaching for new and existing individual users and roles
- Train and onboard new users to existing configurations and use cases
- Be available for product Q&A through scheduled meetings as well as on an ad hoc basis
- Provide custom collateral for system architecture

First Response

- Triage support for one-time events such as on-the-fly custom monitoring dashboards, rules, properties, and reporting.
- Troubleshoot, analyse, and configure updates as required in relation to user platform utilization
- Crisis management support
- Issue resolution and follow-up